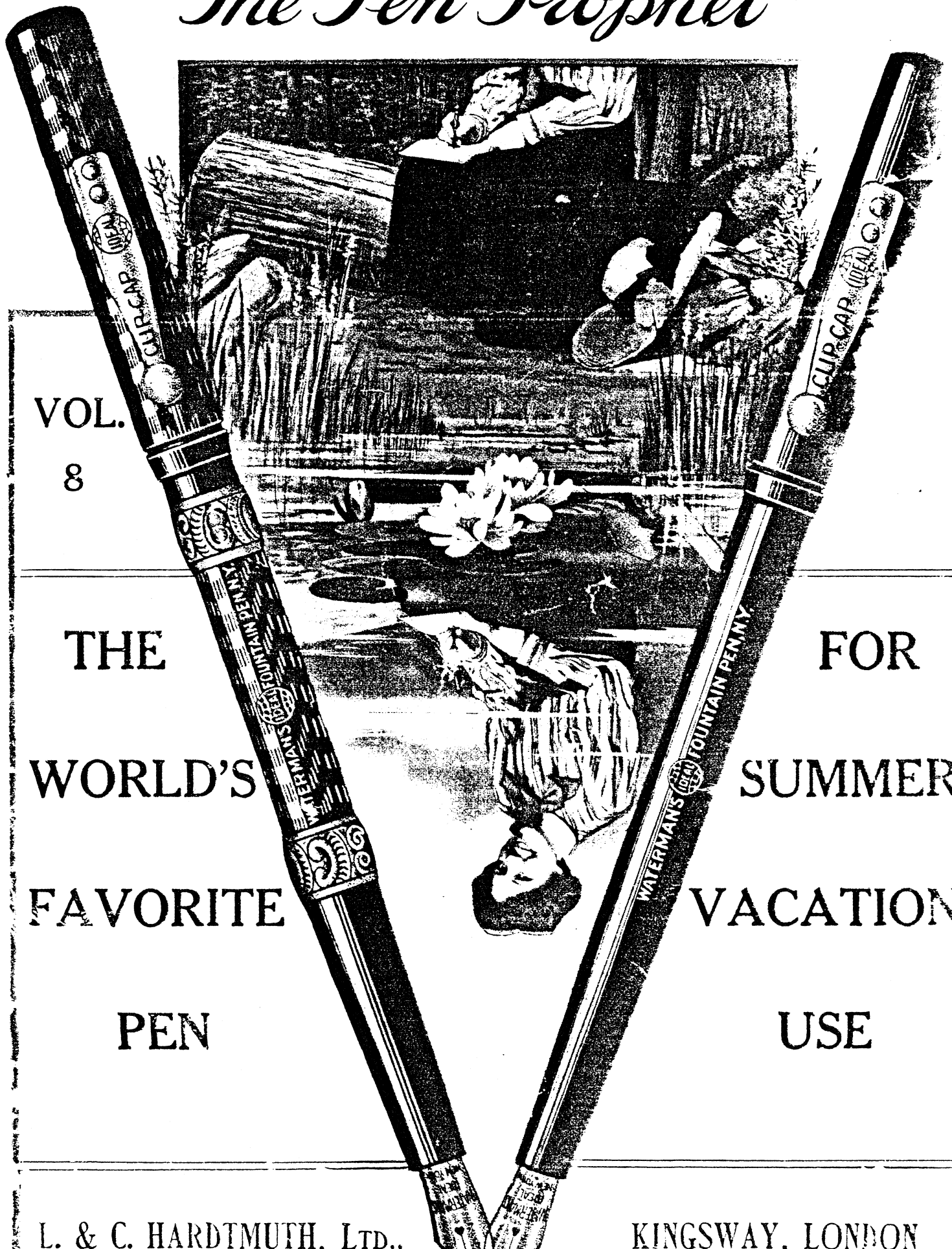


# The Pen Prophet



VOL.

8

THE  
WORLD'S  
FAVORITE  
PEN

FOR  
SUMMER  
VACATION  
USE

L. & C. HARDTMUTH, LTD.,

KINGSWAY, LONDON

## The Pen Prophet

Devoted to the education of easy money-making through the medium of

### Waterman's Ideal Fountain Pen

Edited and Published by Educational Department

*L. E. Waterman Co., 173 Broadway, N. Y.*

VOL. VIII JULY, 1910 No. 1

#### HEAD OFFICE

"The Pen Corner," 173 Broadway - New York  
L. & C. HARDTMUTH, LTD.

Kingsway -	London, E. C.
6 Rue d'Hanovre	Paris
Via Bossi 4	Milan
Pragerstrasse No. 6	Dresden
I. Franzensring 20	Vienna
14 Rue de Pont Neuf	Brussels

#### GOLD PEN FACTORY

Rose and Duane Streets - New York

#### RUBBER FACTORY

Seymour - Conn.

#### INK FACTORY

Brooklyn - New York

#### CANADIAN FACTORY

St. Lambert - Quebec

#### BRANCH OFFICES AND SHOW ROOMS

123 St. Francois Xavier St.	Montreal
8 School Street	Boston
189 Clark Street	Chicago
734 Market Street	San Francisco
San Juan de Letran 29	Mexico, D. F.

**T**HERE never was a brighter outlook for the sale of Waterman's Ideals than at the present time.

We are preparing for the largest year's business we have ever had. The exceptional interest and loyalty of the thousands of dealers who have been selling Waterman's Ideals for years are continuously productive of increased sales and profits. It is especially gratifying for us to mention that hundreds of dealers, who have temporarily deviated to the extent of trying other fountain pens, have renewed their selling efforts in our product, with greater zeal, and even more satisfactory results than in the past.

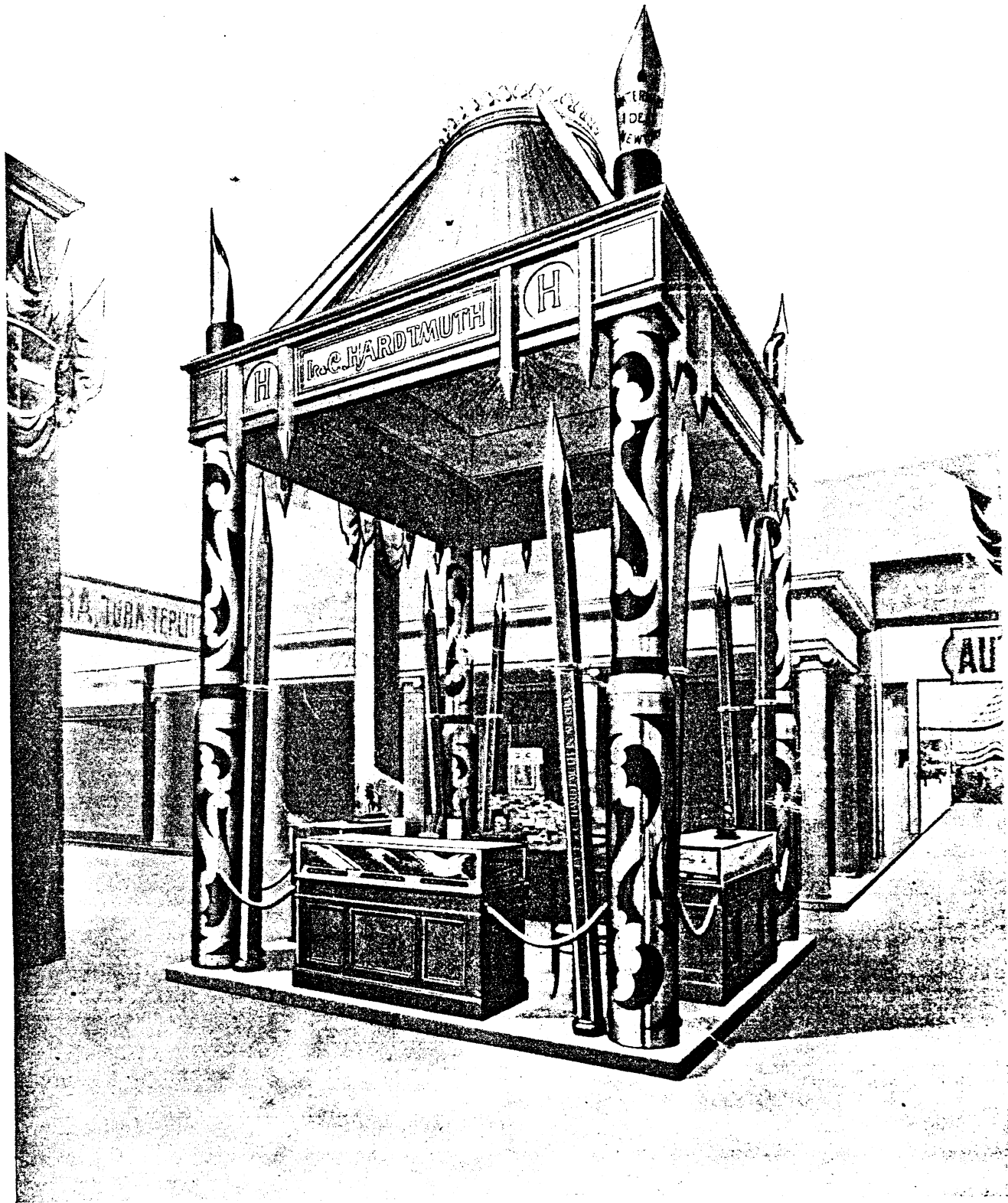
Our methods of manufacture have been improved, and facilities increased; new machinery installed and patents secured, with the end always in view

of providing for the trade a complete and perfect line, which, in stock, finds dealers prepared to fulfill every demand, for this universally used article, with pens which are adaptable to requirements and perfect in manufacture. This company has unbounded faith in the present-day opportunities and the opportunities of the future, and is doing everything, within the range of possibility, to stimulate and protect this branch of business for the dealers with whom we have the pleasure of cooperating.

Think of it! After all the years of successful and enthusiastic introduction of our successful product, there is still only about 20% of the entire population of this great field provided with Waterman's Ideals, and, beyond this, perhaps an additional 5% only is provided with fountain pens at all. After twenty-five years of introduction in the popularizing of this present-day necessity there remains the field, we might say nearly primeval, for the sale of the line.

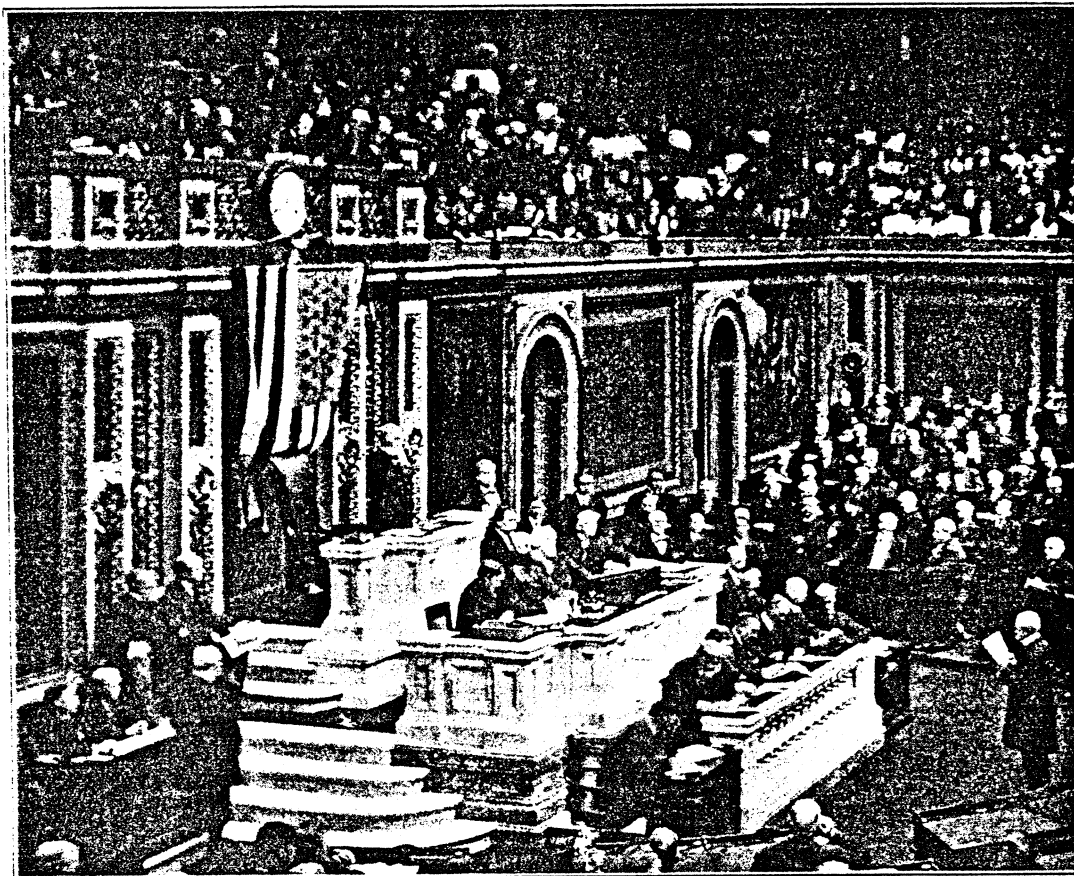
Waterman's Ideals have established their enviable reputation as a lasting success. The trade and users alike point, with pride, to Waterman's Ideals as either the line they are selling or the pen they are using. The demand increases, dealers receive their liberal profits, and, in all, are supported by the extensive and liberal cooperation of this company and a plant manned by large forces of trained and intelligent workmen, and of a size and mechanical equipment to provide that which will perpetuate the superiority of Waterman's Ideals and the prompt service which the company is well known to render.

Is there any reason why, with this line, which is of interest to every person in the world who writes, we cannot come closer and closer to the representative dealers of the country, and assist them to the business and profits, which can, and should, be earned in the selling of Waterman's Ideals?



The Immense and Imposing Exhibit of Waterman's Ideals and "Koh-I-Noor" Pencils  
at the Brussels Exposition 1910.

United States House of Representatives in Session.



As we are about to go to press, an interesting picture of the interior of the United States House of Representatives, in session, has reached us, and, as such pictures are very rare, we believe it will be of interest to our readers to have this reproduced.

It always affords us pleasure to recall the exclusive use of Waterman's Ideals in the United States Congress. The stationer of the House of Representatives frequently advises us of the extreme satisfaction which comes with selling Waterman's Ideals to the members of the House, and hearing the favorable comments and satisfaction which result.

## PEN POINTS

ARE MADE TO SUIT EVERY  
STYLE OF WRITING IN THE  
"WATERMAN" IDEAL  
FOUNTAIN PEN.

Just call in and let us show you how the  
Self-Filling "Waterman" works (Pump  
Filling) at

WM. WALKER & SONS (OTLEY) Ltd.,  
THE "VICTORIA" LIBRARY,  
KIRKGATE, OTLEY.

Successful local advertising is well illustrated by the consistent publicity arranged by our dealers, William Walker & Sons, a specimen of which is illustrated above.

### An Identification Mark.

U  
12

One of our dealers, J. F. Brawn, of New York, relates an interesting manner of filling an order.

A foreigner entered his store, and, not being able to speak English, could tell what he wanted only by a very crude drawing, as illustrated here. Mr. Brawn at once surmised that a No. 12 Waterman's Ideal was wanted, and upon showing same, was assured that his conclusion was correct.

The numbers stamped on the butt end of Waterman's Ideals are, therefore, not only useful to the extent of determining the selling price of same, but in identifying the pen desired.

Foreign-speaking people are very extensive users of Waterman's Ideals. Reference to a letter reproduced on page 11 will show the recommendation of Mr. Louis N. Hammerling, President of the American Association of Foreign Language Newspapers, to fourteen million readers of foreign-speaking people throughout the world.

## Waterman's Fountain Pen

# A Successful Stationer writes

"The secret of my success with the Waterman Pen is my firm conviction that it stands without any rival and when customers ask me what Pen I recommend, I go solid for my favourite. I like to sell it because *I please my customers better with it than with any other*, and so I make good friends and save myself

trouble and unpleasantness which other Pens cause vendors."

¶ Follow this Stationer's plan and "Go Solid" for Waterman's Ideal—if you want to make good friends and do a highly profitable Fountain Pen trade.

Trade Particulars  
free from

L. & C. HARDTMUTH, Ltd., Kingsway, London



### Creating the Demand.

IT is a fact that the best advertising medium for Waterman's Ideal Fountain Pen is Waterman's Ideal Fountain Pen, but we assure our dealers that, until many more years have been added to the introduction and use of this pen, we shall continue, increasingly, to use the best advertising media published in every section of Europe.

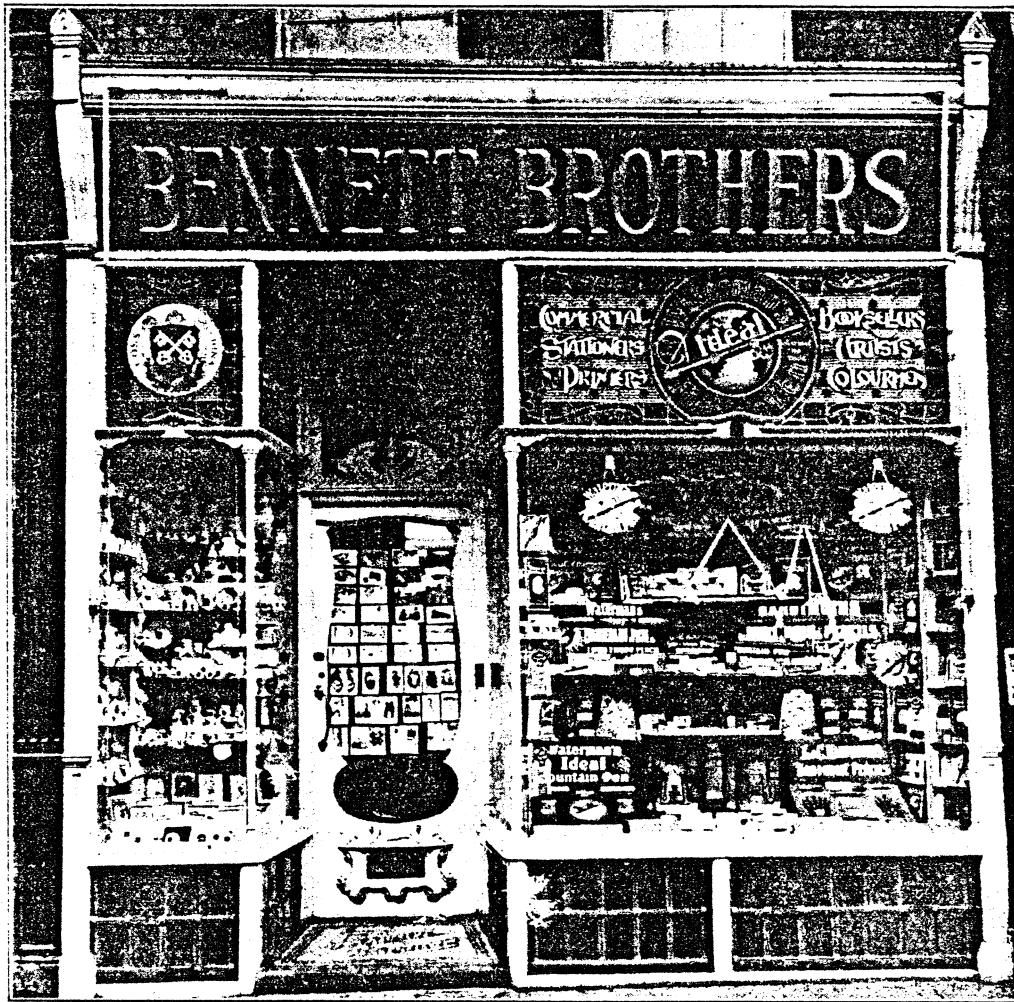
It is only a few years ago that dealers thought that the best time for the sale of Waterman's Ideals was the Christmas season, when the great masses desired to buy, for gift purposes, some reasonably priced article, which would be useful and effective as a gift. Now, it is that Waterman's Ideals have risen beyond the realm of gift articles in particular, and come to their proper place of being one of the useful and personal accoutrements of every well-provided person. The sales of Waterman's Ideals now, during the summer months, are nearly as extensive and active as those of any season of the year.

In consideration of our opening statement, this is due to the experience that thousands of people will have, this year, enjoying the convenience of Waterman's Ideals for their vacation writing, and offering the suggestion of their use to friends and associates at other times. And, further,

it is due to the extensive, suggestive and seasonable publicity conducted by this company. In June alone, the opening month of our summer advertising campaign, our publicity extended over an enormous circulation of high-class publications, the force of which was felt throughout the entire country almost as soon as the June publications were in circulation. Dealers at once commenced to order stock to replace that which was sold, and the pulse of the summer buying public was very quickly felt, as soon as the more extensive seasonable introduction was launched.

In these prosperous times, there are very few people, either old or young, who care to depart on a tour, or vacation, without having first made the small expense necessary for a good fountain pen, which will last through many vacations. There is no desire now-a-days to forego the expenditure of 10/6 or more, for a Waterman's Ideal, and to depend upon the poor writing materials which one meets with during travel.

We earnestly suggest to dealers to join in with the force of our publicity and the reputation of Waterman's Ideals, and, through their own interests and the display of this line, secure the business which can always be had, but which may lie dormant with one dealer and resort to another according to the interest exerted. Anywhere, at any time, when the extensive co-operation which this organization can render is desired to help our dealers, we are heartily grateful for the opportunity to assist. Join in, and let your profits in the sale of Waterman's Ideals move along in pace with their increasing demand.



We illustrate here the very striking window display in the beautiful Wisbech shop of Messrs. Bennett Bros., whose interest in the sale of Waterman's Ideals is showing most satisfactory results. We trust this may serve as an example suggestion for the profitable use of show windows.

Wisbech is a splendid mercantile section, being the market town for a large surrounding district.

We congratulate Bennett Bros. on this splendid display.

## Safety Pens For Women.

Since women have become such extensive and enthusiastic users of Waterman's Ideals, we have undertaken to make this particular style better known to this class of purchasers, especially during the Summer Season. Our Safety Pens are particularly useful to women, since they may be carried in the purse, grip or trunk, and even in the waist-blouse, in any position, and cannot spill out the ink in the holder. Thus, women are now provided with a style of fountain pen which is just as adaptable to their uses as are other styles to men. In fact, many men are also users of the Safety Pen and this particularly so in the Summer Season. If you will display this line, you will soon determine the large demand that there is for it.

\* \* \*

All works of quality must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the builder than those which everybody calls cheap.

Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at small expense. A composition for cheapness, and not for excellence of workmanship, is the most frequent and certain cause of rapid decay and entire destruction of arts and manufactures.—*Ruskin.*

Buying an inferior fountain pen to save money is like stopping the clock to save time.

The Largest Electric Sign in the World.



THE accompanying illustration shows the largest electric sign in the world, overlooking Herald Square, New York City, and with a showing which extends for many blocks in all directions. Under the standing heading, on the sign, of "Leaders of the World" there are several advertisements which are flashed regularly, and among these Waterman's Ideals are represented.

This sign is 60 feet high by 90 feet long, and, during the hours after sunset until midnight, reproduces a Roman Chariot Race with reviewing stands, showing the chariots and charioteers and the entire setting in motion. The electrical device is wonderful, producing a perfect effect of the horses galloping madly, with manes and tails blowing in the wind, with wheels and all other motions naturally portrayed.

In order to give the reader an idea of comparison, would state that there are nearly 20,000 bulbs used in this sign, while the largest sign previously on Broadway, it is understood, had only about 2,000 bulbs. It requires 600 h. p. to generate the electricity for this sign, and more than 5,000 feet of wire is required. The cost of the complete sign was nearly half a million dollars. We have no doubt but what this sign will prove a successful advertisement for Waterman's Ideals.

**WATERMAN'S IDEAL FOUNTAIN PEN**

- This is the only pen which has a device that absolutely controls the passage of ink from the barrel to the pen point.
- It is indispensable for the summer tourist.
- The pen never leaks and is always available for immediate use.
- The "Ideal" Fountain Pen is the acme of perfection.
- We sell them in all styles, at all prices.

**JOHNSTON BROS.,**

483 St. Catherine Street West

We reproduce here an original advertisement of Waterman's Ideals by our friends, Johnston Bros., of Montreal, showing that it requires only small space to make a good showing and effective adv. of Waterman's Ideals, even without cuts (which, however, are preferable for display purposes). We appreciate receiving copies of the papers in which our dealers advertise. Read page 9 if electros are desired.

## To Our Friends the Pen Sellers.

In all issues, under the above heading, we devote certain space, particularly for our friends who sell the pens over the counter from day to day, for the better acquaintance of our product with this branch of our associates, with the point in view that your daily contact with the purchasing public may teach to you such fountain pen knowledge, as is necessary, of an article of daily use; and, therefore, that certain features in the conduct of your fountain pen department may be so clearly indicated that the information gained will make you the possessor of such knowledge in this line that the result will be increased value to your proprietor, and increased profits for your department.

We, therefore, take great pleasure—in continuing this department of our publication for our friends, the *pen sellers*, who make the connecting link between Waterman's Ideal Fountain Pen—its advertising—and the consuming public—to congratulate you for the wonderful support given us in the past, and trust we may come closer together for the mutual benefit of all concerned.

Any suggestions on your part to make these columns of greater value to you, and all, will be heartily appreciated by

Yours very cordially,  
L. & C. HARDTMUTH, LTD.

The salesman who can assist his proprietor to keep trade active, during what some dealers term the dull months, is a valuable man. It is not much of a trick to do this. It just requires a little thought, taking into consideration the lines of merchandise that you have in stock and the people you want to reach and interest with them.

Study out the merchandise that is liable to be in demand. For instance: Place a nice display of Waterman's Ideal Traveler's Style of Ink in one corner of your window, and over it a card reading:

*For Your Vacation,*  
**WATERMAN'S IDEAL**  
*Traveler's Safety Ink Container*  
1s.

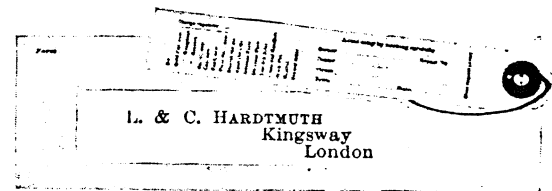
You will find such displays will interest and bring customers in your store; and perhaps not only for a 1s. purchase, if the correct salesmanship is exerted in making other suggestions of necessary purchases for a trip to the country or seashore.

Help your proprietor in this way. You are the one who comes in contact with people, and knows what can be sold and displayed to the best advantage.

Accidents will happen to fountain pens. They are generally in use all the time, and, as a consequence, frequently require some little repairs. Your customers undoubtedly look to you, in the selling of Waterman's Ideals, as the place to return their pens for any attention that is necessary.

As we maintain an extensive Repair Department to fulfill the requirements of our dealers in this connection, we request that you accept all such pens for attention, and return them to us, as we have the best means of placing them in perfect condition and the greatest desire to do so.

Our best dealers have been co-operating in this manner for years, but we often have trouble in identifying a pen returned to us, as the dealer neglects to place his name on the package. We have prepared envelopes, which we will gladly supply, for the return of pens to us. These we illustrate below. Place the pen in the small



envelope, which you will note is arranged to conveniently check instructions for the necessary attention. This, then, can be placed in the larger envelope, between cardboard, or in a box, and returned to us by letter post. You will find this a very convenient method for handling repairs. We would suggest that it is advisable to send pens to us by registered mail.

Many pens returned will only require some re-adjustment, or minor attention, for which there may be no charge; and, in this event, your small expense of mailing the pen to us is all that is necessary to please your customer, or you may desire to even charge the mailage to him. Otherwise, if the pen requires a new gold point, or the replacing other broken or damaged parts, you receive your regular and liberal margin of profit on such work as well.

We take this occasion to suggest that, as the School and College Opening Season will very soon be with us, although schools are closed for the summer as we go to press, you give consideration *now* to the preparation of an adequate stock, displays, etc., of Waterman's Ideals. The time when student life is starting back to its year's duties is an active one in the sales of this line. Early



preparations at the right time to get this business will be found very resultful.

Our plans are now completed for an exceptionally aggressive and extensive advertising campaign for what promises to be one of the best Fall trades ever enjoyed. Place your orders early, plan out your campaign and take the time to allow us to assist you.

We have prepared a circular, planned to assist pen clerks who desire to become more useful to their proprietors. This circular suggests the seasons in which special interest can be given to the introduction of Waterman's Ideals, and how to give it, as well as other ideas for introducing the line more extensively.

If you care to receive a copy of this circular, we should be glad to send it, and if it awakens the spirit which we believe it will, and any further assistance is then required, we would be glad to go further into detail on any specific division you are interested in.

Have you any salesmen out in your city visiting commercial houses? If so this article will be of interest.

As your salesmen visit their office trade, they could suggest to the bookkeepers, stenographers, etc., to come to the store and pick out a Waterman's Ideal to suit, which might not secure immediate attention or interest; but if the salesman could take out of his pocket a few pens for the employees of an office to try, it is certain that he could satisfy them with a Waterman's Ideal, and, in doing so, secure many immediate orders.

To make it convenient to do this, we have ordered a supply of fine leather folding sample cases to hold six pens, which are very handy to carry in the pocket. There could be carried in this, for instance, two Stenographer's, two Bookkeeper's and two Manifolding Pens, and shown for trial accordingly. We will supply these folding leather cases to our dealers at a little less than the cost price to us, 2/- each.

A number of our dealers have already tried this at our suggestion, and been very much pleased with the results. We are sure that you can sell a large additional number of pens in this

manner to those who may not have the opportunity to visit your store.

There is not a day passes but what our Advertising Department receives, from dealers in all sections of the country, a quantity of local newspapers, calling to our attention their advertising of Waterman's Ideals.

It is very gratifying to us to know that dealers make such good use of the advertising material and electrotypes which we spend so much time and thought in preparing for their benefit. We cannot recall an instance where dealers have become sufficiently interested to advertise Waterman's Ideals, that the results have not been satisfactory, either in immediate sales, or in the permanent effect of establishing that store as a headquarters for the line.

Certainly one of the best ways that a dealer can advise an entire community that he has Waterman's Ideals in stock for trial is through the medium of the local press. There is no line that offers a dealer better opportunity to use advertising space than Waterman's Ideals, because it is one of the few lines that interests everyone.

We are now preparing a book, illustrating an assortment of blocks and copies for advertisements, which we are in a position to supply to our dealers desiring to advertise the line. A copy of this book would undoubtedly be of great assistance to you.

We have prepared, in enlarged size, five interesting reproductions, showing scenes in the gathering of crude rubber in the South American forests. Dealers desiring to have copies of these for window display purposes, will receive them by requesting same sent forward with shipments.

From MORLEY ADAMS, Contributor to leading magazines, and correspondent to principal London newspapers.

1 The Mount,  
Hampstead, N.W.,  
March 9, 1910.

MESSRS. L. & C. HARDTMUTH,  
LONDON.

DEAR SIRS:

I should like to add my tribute to the extraordinary value of the Waterman's Ideal Fountain Pen. I purchased the pen with which I am writing this letter seven years ago (a half-guinea "Ideal"). Since that date I have used it every day, having done all my literary work with it. I have written five books entirely with this pen, and, in three instances, illustrated them throughout with it, an aggregate of over three hundred illustrations. In addition to this I have written, and in many cases illustrated, upwards of a hundred articles and short stories with the same pen and the same nib. Today it is as good as it was on the day I purchased it, and even threatens to outlive me and become an heirloom.

In the interests of the writing public, you are at liberty to use this letter as you deem expedient.

Yours faithfully,

(Signed) MORLEY ADAMS.

## WHAT I KNOW ABOUT FOUNTAIN PENS

### A NOTE ON THE EVOLUTION OF WATERMAN'S IDEAL FOUNTAIN PEN

*By the Special Commissioner of the "Westminster Gazette"*

(Messrs. L. & C. Hardtmuth, Factors for Waterman's Ideal Fountain Pen, have allowed our Special Commissioner every facility for verifying facts in connection with this invention.)

(Continued from previous issue.)

Double feed-bars having a duct below the pen and a duct above it have been used partly as a safeguard against blotting, partly as a means of conducting air into the reservoir. But the ideal feed-bar would be a single one, and, in fact, the feed-bar in the ideal Fountain Pen—Waterman's Ideal is the title of the one I refer to—is a single feed-bar.

#### FEED-BAR EVOLUTION.

The perfect—the ideal—Fountain Pen is a true evolution. It has progressed by survival of the fittest characteristics. The problem of getting the ink out of the handle on to the nib has been tackled in various ways, and the unfit ways have carefully been eliminated, just as the unfit characteristics of a plant or an animal are eliminated through selection of the fittest among them. I have seen Fountain Pens which had a soft place in the handle where the thumb pressed upon a bit of indiarubber, and thus squeezed ink down into the nib. I have written with a Fountain Pen in which the principle seemed to be that the continual bending and unbending of the nib as one wrote would pump ink down into it. This type of pen, and generally all pens with a double feed-bar, suffers through hardness in action.

Unless you press heavily on the pen-point—more heavily, that is, than you would press upon a steel pen—the ink does not run. Little by little all other means of bringing down the ink have given way in favor of the simplest of all means. All progress in Fountain Pen making is progress towards simplicity. The old-fashioned pens were monuments of complication. This is not only a source of blotting and of derangement, but also has another objection to it. The more complications you have in the barrel of the pen, the less ink it will carry. There are Fountain Pens of quite modern construction which need fill-

ing about twice a day by a busy writer; and the older they get the more often they want filling. The ideal pen, therefore, is the simplest pen, and the simplest pen that I know of is Waterman's Ideal Fountain Pen. Gravitation and capillary attraction—to use an old-fashioned term—are the only means of bringing down the ink.

#### WHAT CAPILLARY ATTRACTION REALLY IS.

In order to understand the working of Waterman's Ideal feed-bar it is necessary to understand what capillary attraction really means. Modern physical science does not use the term capillary attraction quite in the old sense. Physicists nowadays prefer to talk of surface tension. Any fluid has this quality of surface tension in proportion to its density. The surface tension of mercury is greater than the surface tension of water. The surface tension of ink is about the same as the surface tension of water. What is meant by surface tension is this: that the top layer of a quantity of water or any fluid clings together a little more closely than the rest of the fluid. This is a fact easily proved. If you take an ordinary sewing-needle and either grease it slightly or rub it about on the hand until it extracts from the skin a little of the natural oil that is found there; or if you just pass it once or twice through the hair so that it may take up a little of the invisible oil which lies on the surface of everyone's hair; the needle can be made to float on a tumbler of water if it is carefully placed there. Now, of course, the steel of a needle is several times heavier than water, yet the surface tension of water is powerful enough to hold up the needle, although if you presented the needle to the water end downwards it would instantly sink. This same quality of surface tension is what makes raindrops, or drops of mercury if you spill the contents of a broken thermometer, globular. It is part of what Rogers, in a passage characterized by Oliver Wendell Holmes as a "sublime piece of bladdery bathos" calls the law of stars and tears:

That very law which moulds a tear,  
And bids it trickle from its source,  
That law preserves the earth a sphere  
And guides the planets in their course.

(To be continued.)



## Duplex Pen.

**T**HE pen here illustrated is a good seller, especially among Certified Public Accountants and Bookkeepers. The Duplex separates in the middle into two complete pens, but, when joined together, as may be securely done, makes two pens into one—one half for red ink and the other for black, affording a most convenient article for use where two colors of ink are required. The one half of the pen for red ink is of cardinal rubber, and the other half black.

This pen could be shown by you to business houses, with successful results. We suggest that you have at least one, as a sample to show.

Made in two sizes: No. 12, 22/6; No. 14, 35/-, complete.

When carried in the pocket, the two halves are separated and carried upright by the Clip-Cap attachment.

## Another Guessing Contest.

Our friend, A. C. Skinner, jeweler, of Sherbrooke, Que., recently secured some very good advertising for his store, and helped to establish it as a headquarters for Waterman's Ideals, through the means of a rather novel guessing contest. The question placed before the public, through the medium of newspaper advertising, circulars and window signs, was—"When will the clock stop?"

Mr. Skinner received a large, new clock, and even he did not know how long it would run under a full winding. At a prescribed time the clock was fully wound and placed in the window, and the guessing was then started. There were nearly 1,000 guesses deposited, showing a very wide range of opinions. The clock, however, finally came to a stand-still, after having run for 19 days and 33 minutes.

There were two Waterman's Ideal Fountain Pens awarded as prizes. The first having been awarded to a Miss Thomas, who guessed within three minutes of the correct time, and the second to a Mr. E. A. Spry, who guessed within seventeen minutes of the time.

Can you not conceive that the interest created in such a unique contest was particularly valuable to Mr. Skinner and that similar contests would be just as valuable to you?

## The Voice of Fourteen Million People.

Feb. 24, 1910.

L. E. WATERMAN FOUNTAIN PEN COMPANY,  
173 Broadway, New York City.

GENTLEMEN:

Believing it to be one of the leading, as well as one of the most reliable, articles of manufacture, we have the honor to lend the official endorsement of the American Association of Foreign Language Newspapers to Waterman's Ideal Fountain Pen.

We consider the usefulness of your standard pen to be of sufficient importance to have justified us in editorially placing its well-earned reputation before the 14,000,000 foreign-speaking people who are readers of our 350 newspapers, which are printed in twenty-four languages.

We, therefore, take pleasure in calling your attention to the editorial comments made in the various newspapers, copies of which we are sending you.

Very respectfully yours,

AMERICAN ASSOCIATION OF FOREIGN NEWSPAPERS  
(Sgd.) LOUIS N. HAMMERLING,  
President

A man with 3/- in his pocket was compelled to raise 4/-. So he pawned his 3/- for 2/-, and then sold his pawn ticket to a friend for 2/-, thus securing the 4/- needed. Who lost money by the transaction?

## Burglarized for One Pen.

25th May, 1910.

THE L. E. WATERMAN COMPANY, LIMITED,  
123 St. Francois Xavier St.,  
Montreal, P. Q.

## THE FRUIT OF YOUR TOIL!

DEAR SIRS:—

Your steady advertising has again borne effect!

The other night when even the apprentice was asleep, a burglar decided that he required a Waterman Ideal Fountain Pen in his business. And he needed it quick too! He couldn't even wait till we opened in the morning.

So he jimmied out a pane of glass in the store-room. And not knowing the combination of the lock on our Waterman Pen case, he smashed the front glass into glittering atoms. After running the gamut of our four dozen pens, he decided that one was his choice. He took it and left the rest.

But how can we sell pens now? We have no display case. Have you got another case, preferably burglar-proof? Please send us something quick!

Yours very truly,

(Sgd.)

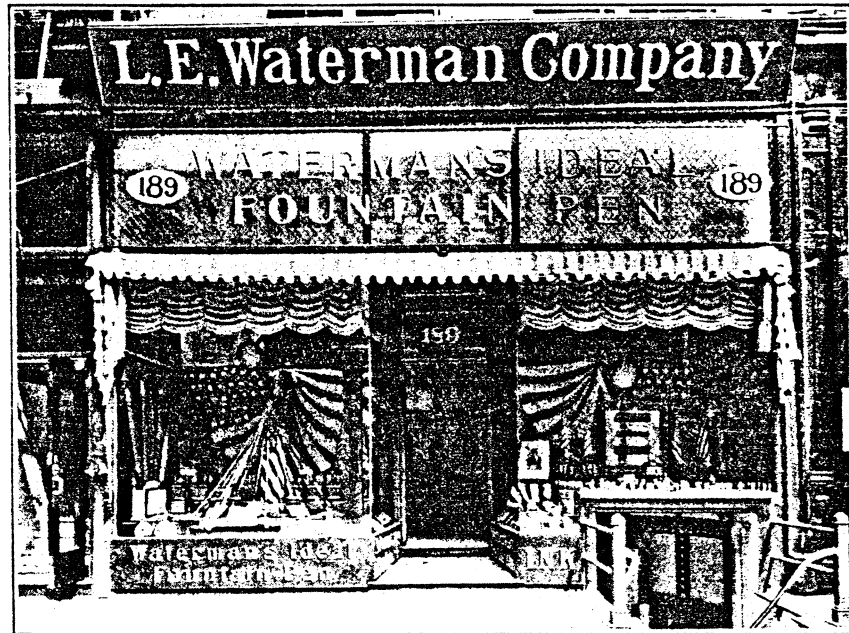
H. RICHARDSON,  
Richardson's Drug Store.

## New Chicago Shop.

The removal of our Chicago branch to larger and more convenient quarters at 189 Clark Street, was made necessary by the extensive increases in our business in that city, as well as in the entire Central West.

We have endeavored to locate our new store most conveniently, and to so increase its size and staff that our improved facilities, and larger stock, will be of great value in the advancement of our ever-growing business with the loyal dealers of the territory.

We are planning also to relieve the trade of the volume of repair work incidental to this line of business. We shall continue to endeavor, to a greater and greater extent, to use the forces of our organization to the end of educating the public more and more into the complete and diversified use of fountain pens in their everyday life, that our dealers, through



their co-operation, may receive the permanent benefit of an enlarged demand and the profits which accompany it.

We always appreciate a visit from dealers to our branches, and especially to our new Chicago one, as we have endeavored to make this store entirely in keeping with our product. We can assure you always of a pleasant reception at any of our stores or factories.

### F. D. Waterman Returns.

F. D. Waterman, President of the L. E. Waterman Company, recently returned to the United States after having visited our branches and the trade in London, Italy and France, as well as stopping off at Oberammergau to witness the Passion Play. Mr. Waterman was greatly impressed with the splendid trade conditions in the countries visited, and much pleased with the enthusiasm and interest displayed in the selling of Waterman's Ideals.

The return trip on the Kaiser Wilhelm II. is called to our attention by an incident published in the *New York Review*, in connection with the well-known actor, William Faversham, as follows :

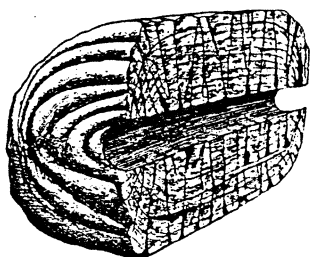
William Faversham spent a good part of his time having a riotous

time playing Indian and cowboy with his two lovely boys, Philip and William. One day William, the elder of the boys, lassoed Waterman, the fountain pen king, and almost choked him to death. All of these doings was rare sport for Julie Opp, who in private life is Mrs. Faversham.

With all the world as buyers  
Of the pen of known success,  
And all the styles required  
By each person you interest,  
Your sales will be always active  
And your customers satisfied,  
If you point to the mark of Waterman  
On the pen you have just supplied.

—"Cy."

## Rubber.



Owing to the many increases in the uses of rubber, such as automobile tires, electrical insulation work, etc., the consequent enormous demand has now pushed the price up to 10/- per pound, until this industry has become one of the most active and profitable enterprises of the rubber producing countries, especially in Bolivia, the source of our rubber supply.

When the manufacturing of Waterman's Ideals first became of sufficient proportions to send our representatives to the Para section of South America, to make their selections from the best grade rubber in the world, rubber cost less than 4/- a pound. Our dealers can readily imagine, therefore, that, if it were not due to the improvements in the methods and machinery for manufacturing Waterman's Ideals, the great increase of the cost of raw materials and labor would have, long since, necessitated increasing the retail prices which were instituted with the origin of the pen, and which have been religiously maintained, on a uniform basis, ever since, through the entire period of twenty-six years.

It may be said further, in connection with rubber, that electricity would never have advanced as far as it has now if rubber had not played such an important part in confining it in insulation, and in the manufacture of motors, switches, generators, etc.

The entire story of rubber, so valuable in many commercial lines today, is one of the conquest of tropical jungles, fights against disease, poisonous reptiles and insects, man-eating animals, hunger and thirst and the dangers of being lost forever.

Natives extract rubber gum from the rubber trees growing in the thickets of forest and swamp. Contrary to the popular impression, rubber gum is not derived from the sap. It is secured from a milky juice, or latex, which is found only in the bark. This latex is extracted by means of cuts in the trees. It flows gradually into cups attached to the trees, and is then collected in vessels and carried to camp.

The buying and inspecting of rubber is a very careful business, as the quality is determined only by the percentage of caoutchouc (the active principle of rubber) in proportion to other ingredients contained in the latex. In camp the latex is formed into biscuits, on a stick over nut fires, and when thus formed into large, solid pieces, it

is transported down the Amazon to Para, the chief city of export in this section, from which place this grade derives its name, and at which point our representatives are located.

Reaching our factory in the crude state, the only other ingredient used is sulphur, which is mixed in; after a number of washings and grindings it is finally formed and vulcanized, and, in all, passes through 130 operations to the completion of each Waterman's Ideal Pen part.

The study and manufacture of rubber is an interesting one, and, if space here permitted, it would be a pleasure for us to present to our readers our knowledge and the many experiences in connection with this most interesting of raw materials.

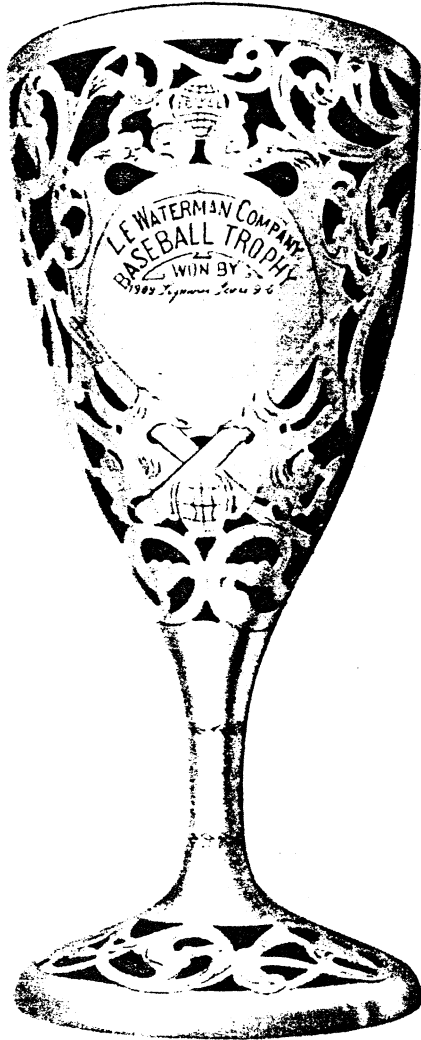
## Are You Helping Yourself?

**I**T is really a fact that modern methods of merchandising have progressed so fast that dealers, who have many lines of merchandise to think about, have not been in a position to keep pace with the conditions. These modern methods, however, have developed a certain defined manner of securing results, and that manner, when mastered, is simple and effective.

With every department of this organization working to the one set point of studying the conditions, and producing results, you can decide, right now, that we are in a position to direct you in successful methods, which can be applied to your selling not only of Waterman's Ideals but of other lines.

We must admit that it is the exception rather than the rule to find a dealer who takes the interest in introducing Waterman's Ideals to the extent of which the profit justifies. We claim that the co-operative assistance of this company, in the merchandising of our product, is as extensive, if not more so, as that of any other manufacturing concern in the world, and we merely ask dealers to question themselves as to—What are *we* doing to get results?

If you do not know just how to work in with the continuous plans for increasing your sales of Waterman's Ideals, let us give you our suggestions. We have been studying the conditions for a quarter of a century. There is a manner in which you can go out into your locality, with circulars and other literature, a small amount of advertising, window displays, etc., to centralize the maximum of interest to your own particular store, and secure the largest results, and you can do this every season of the year. We do not mean the four seasons, but the four times four, for there is more than one season every month offering a particular time, or occasion, for the introduction of Waterman's Ideals. We will gladly co-operate.



**The Waterman Trophy.**

**T**HE 9th of July was "Field Day" for the United States end of this company. The New York office baseball team played against our Seymour, Conn., factory team, at Seymour, in a successful endeavor to land the Waterman Baseball trophy back to "The Pen Corner" in New York. The "Office boys" organized a smart team this year, as they were particularly desirous of having this beautiful trophy to look at for the coming year.

The trophy is one of the most unique that has come to our attention, as the body of it is turned entirely from the finest grade of Para rubber (such as is used in Waterman's Ideals), highly polished and handsomely mounted with silver. The trophy is to be competed for until won, for three consecutive years, by either team of this company, at which time it will become the permanent property of such team.

The trophy was won in 1909 by the Seymour team by a score of 9 to 6; this year by New York, score 9 to 0.

## Standardizing.

**T**HROUGH great care in manufacture, we have always maintained the very highest point of perfection in the manufacture of Waterman's Ideals. In other words, this Company is in business to stay, to continue to produce and grow for time to come.

Providing dealers with honest goods, bearing an honest name, and at honest prices, is the only sensible and scientific method of merchandising. It is generally conceded that it is the success of Waterman's Ideals that has made fountain pens universally used.

We frequently hear of misrepresentation, or substitution, in this line, in the trade, and are quite as frequently asked why we do not take more active interest in an Anti-Substitution Advertising Campaign. It is in answer to such inquiries that we wish to go on record with our dealers in making these statements.

First, to say that it is only an infinitesimal portion of the dealers of this country who use the business tactics to-day, of endeavoring to supply merchandise other than as demanded by purchasers.

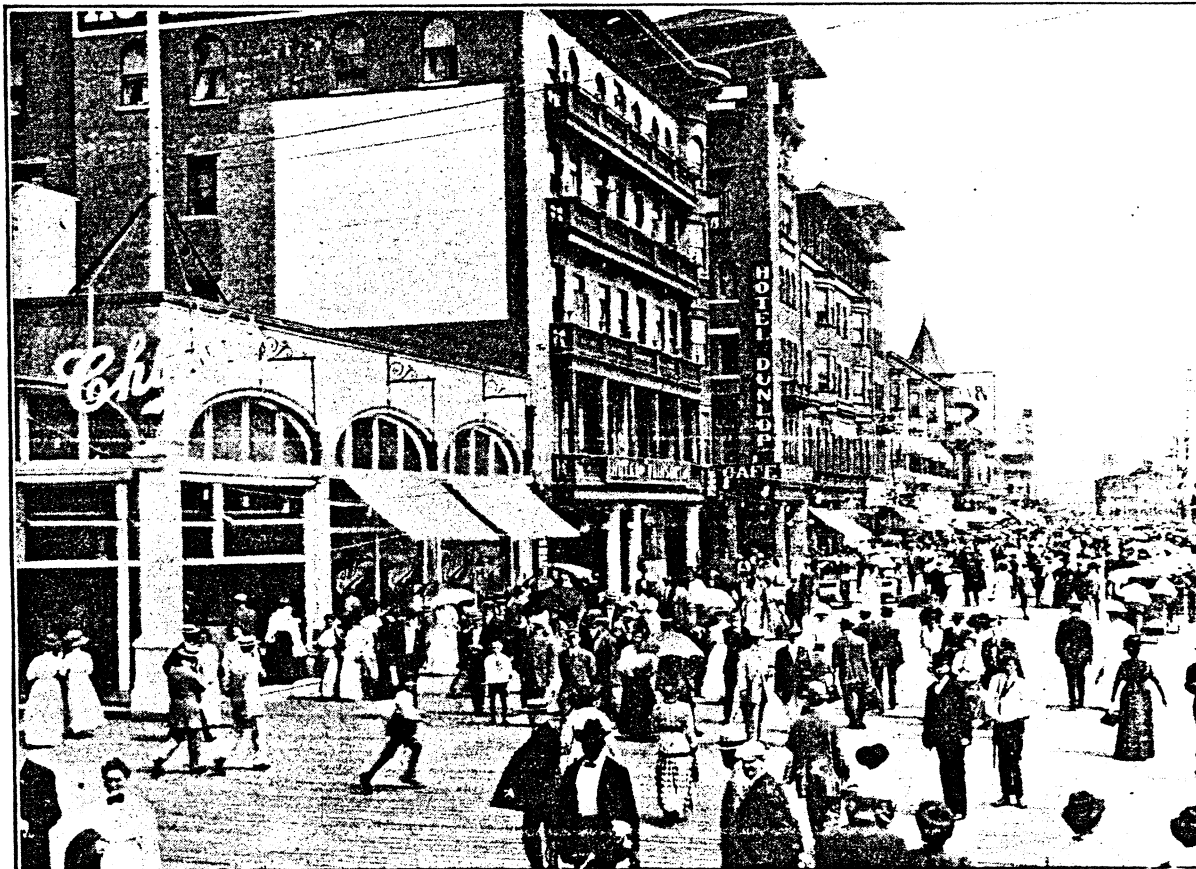
Second, we believe that the purchase and use of inferior fountain pens is a step toward the eventual purchase of a Waterman's Ideal.

Third, we believe it is unfair to our dealers to use our advertising space for anti-substitution warnings, since the same is designed to create demands through suggestive force and reasonable advertising to the public, and not to warn a whole country of possible purchasers against the unscrupulous dealings of a small percentage of dealers.

Fourth, we believe that the dealers with whom we desire to do business would prefer to sell the recognized, standard line, to deal with manufacturers whose organization is complete and effective, and to enjoy the profits and satisfaction which come with selling that which is known as successful.

Standard quality cannot be maintained without a definite price. Price cutting and standard quality have never been consistent in merchandising. In this connection we reprint here the following well-edited words from *Printer's Ink*:

Price cutting is a species of commercial debauchery that rests upon the relentless doctrine of the survival of the fittest, upon the narrow, cold-blooded principle that merchandising is a sort of commercial warfare; that "all's fair in war," and "the devil take the hindmost." Price cutting lowers the commercial standing of the manufacturer, jobber or retailer who practises it, destroys profits, breeds distrust, fosters prevarication, forfeits confidence, and, finally, robs the consumer by debasing the quality of the commodities upon which prices are cut, if not actually driving them from the market.



Where Every "Walk of Life" is Represented.

THE Board Walk at Atlantic City, on the New Jersey Atlantic Coast, is, without question, the most familiar promenade in America. In considering the great centres of population one thinks of the cities of London, Paris, Berlin and New York, etc., yet over sixteen million people visited Atlantic City last year. Up and down its five miles of Board Walk, where the eye can take in the broad expanse of ocean, and enjoy the gorgeously decorated shop windows, there is something of interest and amusement to every individual, in every walk of life. At night the scene is made more brilliant by wonderful electrical displays arranged with surprising ingenuity to attract and fix in the mind of the passer-by a particularly well-advertised article—Lest Ye Forget.

The above photograph, taken on the Board Walk, illustrates the sheet on which, many times each night, is exhibited, among others, the moving picture advertising of Waterman's Ideal Fountain Pens. This is one of the attractive features on the Board Walk, and interests thousands of passers-by continually, providing an international advertisement owing to the fact that the visitors here come from all over the world.

The advancing era of advertising methods has placed the moving picture method in the foremost ranks, owing to the educational or human interest, or the funnier side, as the case may be.

To illustrate the far-reaching value and assistance of moving picture advertising, we have recently received advices from our friends, Collins Bros. & Co., Ltd., of Sydney, N. S. W., advising that the display of our film in that city had been very beneficial and interesting. We quote their letter: "We made a 'night of it' with the trade." Collins Bros. reserved nearly the entire theatre, and invited their clients as guests to review the picture, with the result of not only furnishing an evening's entertainment and establishing good-will, but making the store of Collins Bros. far better known as a headquarters for the sale of Waterman's Ideals.

The following is an extract from the *Sydney Times*:

*West's Pictures.*

Last night a large gathering of booksellers and stationers were present at the Glaciarium to see a special film illustrating "The Birth of a Waterman Fountain Pen." The huge establishment, the intricate machines, and the enormous number of hands employed in the factory created much astonishment.

## A Prediction That Came True.

### Waterman's (Ideal) Fountain Pen



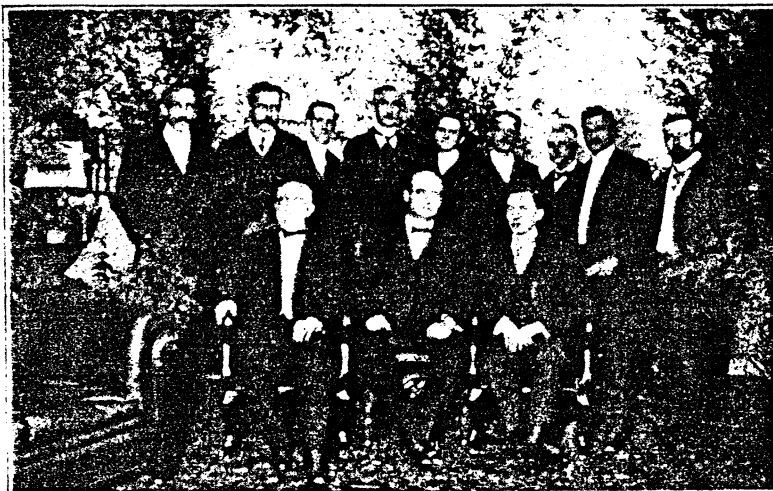
JUST previous to the taking of the 1910 United States Census, we launched one of the largest month's advertising campaigns we ever undertook. It was based entirely upon the subject of the use of Waterman's Ideals, by the census takers, in enumerating the many details, required for governmental records, of the entire popula-

tion of about ninety million people. It was predicted that Waterman's Ideals would be used almost universally, and, further, that to such an extent would the enumerators' work be enhanced, in using this pen, that the entire census-taking would require only two weeks' time.

It is pleasing indeed for us to record here that these optimistic predictions were correct, and that our loyal dealers who cooperated with our advertising throughout all sections of the country enjoyed a splendid business in supplying this additional demand. The census *was* taken in two weeks' time; our dealers *did* receive the large business which was expected; Waterman's Ideals *did* become far better known and their convenience recognized to a greater extent; and after all this it was indeed gratifying to us to receive, from enu-

## William Jennings Bryan in South America.

During Mr. Bryan's recent visit to South America, the American citizens there took great interest in his entertainment at the various points where he stopped. It is learned from our representative in that sec-



merators, a large number of unsolicited letters during an extended period after the census-taking was over, expressing their appreciation of the pen. We reprint the following letter as a specimen in connection with the above:

HOTEL CRESCENT, 2800 Locust St.,  
St. Louis, May 3, 1910.

WATERMAN'S IDEAL PEN CO.,  
GENTLEMEN:

\* \* \* I was appointed a United States Government Census Enumerator here in St. Louis, and, in order to do the work, I was obliged to buy a fountain pen. So I bought a pen named the            for \$1.50, which was of no earthly use to me as far as doing the work which was expected of me. So I looked around and bought one of your pens, which cost more "money," but certainly was the pen I wanted.

You have certainly got the right name for it when you call it the Ideal.

Respectfully,  
(Sgd.) THOMAS COURTNEY.

It also affords us pleasure to show here the opinion of one of our loyal and representative dealers in the same connection:

PORTLAND, ORE., April 13, 1910.

L. E. WATERMAN CO.,  
GENTLEMEN:

\* \* \* The special advertising given out for the Census Pen has brought splendid results by increasing the sales among our regular commercial trade, as well as by bringing in many of the two hundred enumerators who are apportioned to Oregon.

Several of the pens also were sold to mail order customers. Our chief pen salesman, Mr. D. D. Bristow, who also takes care of the ordering, and who does the repair work, would be pleased to receive any such circulars as you may publish from time to time, to aid him in his work.

Thanking you in advance for any such kindnesses as you may extend, we remain,  
Yours very truly,

THE J. K. GILL Co.

We suggest to our dealers to keep in touch with us and our co-operative work.

tion that his personal magnetism, and wonderful oratorical powers, won for him many friends.

In the accompanying illustration, which was taken at the United States Legation in Santiago, Chili, are shown: Mr. Bryan seated in the centre; to his right Mr. Julius Foster, the oldest English resident in Santiago, and to his left, Charge de Affaires Seth Low Pierrepont.

Among the delegation appearing in the picture, who entertained Mr. Bryan, is shown, at his extreme left, standing, Mr. Chas. A. Pope, South American Representative of the L. E. Waterman Company.

In passing it is interesting to note the comments from our representative, that Dr. Cook was traveling through the Chilian country almost in the wake of Mr. Bryan. His stops, however, were very brief, and not accompanied by any enthusiasm whatever.



## Window Display of Waterman's Ideals in South America.



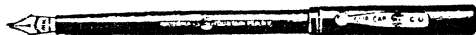
The above illustration shows the display window of Messrs. Jacobo Peuser's warehouses, which are centrally located in one of the busiest thoroughfares in the important city of Buenos Aires, at which point Waterman's Ideals are now being demanded as extensively as in our near-by localities.

Professor Iturralde sailed last week from New York to visit the Buenos Aires International Exposition, which is to be held during the months of June to October, and where he is to deliver a series of industrial lectures, including, among others, the manufacture and utility of Waterman's Ideals, completely illustrated with lantern slides.

### A New Novelty.

#### Smallest Fountain Pen in the World.

**T**HE line of Waterman's Ideals is conceded to be the largest and most complete line of writing implements ever produced. We have provided for the trade what has appeared even to us to be most every conceivable style, shape,



(Illustration actual size.)

design, pattern and character of point, although, through demands from new channels, and changes in business methods, we find new fields to be covered and new branches of our line to provide for.

The latest novelty in the line of Waterman's Ideals has proved to be an interesting one to the trade. It is our new No. 000 pen, which is the smallest perfect fountain pen ever produced.

This pen is perfect in every respect, being an exact replica of the pens of standard size. The Spoon Feed, Clip-Cap, Cone-shaped holder and every feature of the familiar styles of Waterman's Ideals are reproduced in this wonderful little pen. To

be sure this miniature pen may never enter into the field of practical usefulness; but, for general interest, example of the craftsman's skill, window display purposes, etc., it is a marvel in every respect.

We would be glad to supply this pen, on memorandum, to dealers desiring to secure one for window display purposes. It is supplied in a miniature leather case, which is also an example of fine workmanship in another branch of trade.

Chelsea, S. W.,

Oct. 9, '09.

C. ROBERSON & Co., Ltd.,  
London.

Gentlemen:

I have been lately using your Waterman's Fountain Pen for Indian ink, and am very pleased with it. The ink flows freely without clogging—a virtue I have never found before in a pen charged with indelible ink—and the flexibility of the nib is delightful.

Believe me,

Faithfully yours,

(Sgd.) BERNARD PARTRIDGE.



**A**s a guide and assistance to our dealers, we frequently reproduce, in the pages of *THE PEN PROPHECT*, attractive window displays of Waterman's Ideals as arranged by leading dealers. We endeavor always to picture windows which have proven particularly successful as selling windows. We have seldom had occasion to reproduce a stronger or more attractive display than that shown above, as arranged

by our loyal friends, Partridge & Cooper. This well-known store, on Fleet Street, London, close to the Law Courts, is in one of the best mercantile sections of the metropolis, and it is understood that every effort which Partridge & Cooper make to increase the interest and sales of Waterman's Ideals is responded to most satisfactorily in both respects.

CHICAGO, Feb. 12, 1910.

L. E. WATERMAN COMPANY,  
173 Broadway, New York.

GENTLEMEN:

We are now entering our fifty-second year in the drug business, and have had a good deal of experience in pleasing the Chicago buying public. Therefore, when we say that, after trying to sell almost all of the so-called makes of fountain pens, we propose now to close them out and put in a still larger line of Waterman's Ideal Fountain Pens, our advice to this effect may be of some interest to you, aside from our increased orders.

We are very sure that we can please our general class of trade with your pens, and would, therefore, like you to send us your catalogues and literature at once.

Yours very truly,  
(Sgd.) BUCK & RAYNER.

The opposite column shows a splendid example of the construction of a form letter sent out by our dealers, the Jacobs News Depot Company, of Opelousas, La. :

DEAR READER:

It is our opinion that a man never appreciates what a Treasure a Good Wife is until he possesses one of his "OWN," and we hold the same opinion in regard to an individual and a—  
"Waterman's Ideal Fountain Pen."

You *don't* know how much "Writing Comfort" there is with one, and you *won't* know until you possess one of your "OWN."

Now, we can supply you with a "GOOD" one (Fountain pen, we mean) for only \$2.50, and it will do as good work, give the same satisfaction and last just as long as the fancy priced ones. We have just received a new assortment of styles and points, and shall be pleased to have you stop in and try them, or we can mail one to you if more convenient for you. We also have the gold and silver mounted ones, ranging in price from \$3.50 to \$11.00.

There's a point for every hand in a "WATERMAN'S IDEAL FOUNTAIN PEN," and we don't see why you don't get YOURS to-day.

REMEMBER:—We guarantee every Ideal pen we sell to give satisfaction, or your money back, so you run absolutely no risk, nor do we, for you will be satisfied with one of them.

Come in and write your name with the big No. 20 Ideal pen. It's a monster one.

Very truly yours,  
(Sgd.) JACOBS NEWS DEPOT Co.



“Koh-I-Noor House”

NEW KINGSWAY, LONDON, HOME OF WATERMAN'S IDEAL FOUNTAIN PEN AND KOH-I-NOOR PENCILS